

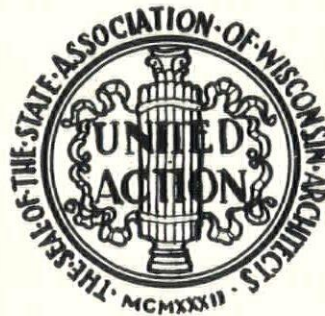
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THE WISCONSIN ARCHITECT

THE OFFICIAL PUBLICATION OF
THE STATE ASSOCIATION OF WISCONSIN ARCHITECTS
WISCONSIN CHAPTER OF THE AMERICAN INSTITUTE
OF ARCHITECTS



Minutes of March Meeting

Modern Theater Design

Modern Theater Design

Before America was plunged into the late depression, theater design was a very large and very special phase of architecture. The legitimate theater was in its heyday, and the cinema, with the new development of sound pictures, was reaching its greatest popularity. Packed houses necessitated expansion, and lush box office possibilities impelled theater operators to build new, lavish, extravagant structures, mostly on the gaudy side insofar as taste was concerned. Then times changed, as everybody noted.

With resumption of almost normal show business, there is beginning an era of new theater construction, but it is quite different in many respects from that of the 20's. The need for economy in construction outweighs extravagant ideas of showmanship, and low operation and maintenance costs are more important to operators than rococo fronts and lobbies. In other words — sound, sensible construction, restrained design, and durable modern materials are replacing the lavish, showy, costly theaters of yesterday.

The popularity of modern architectural design has simplified the problem for today's theater designers. Without sacrificing the accepted vogue, they can design more simple, practical and functional structures which naturally cost much less than complex, extravagant designs. Again, acceptance of durable modern materials which harmonize most suitably with current architectural styles, has made permanent construction possible at low cost and at minimum expenditure for maintenance.

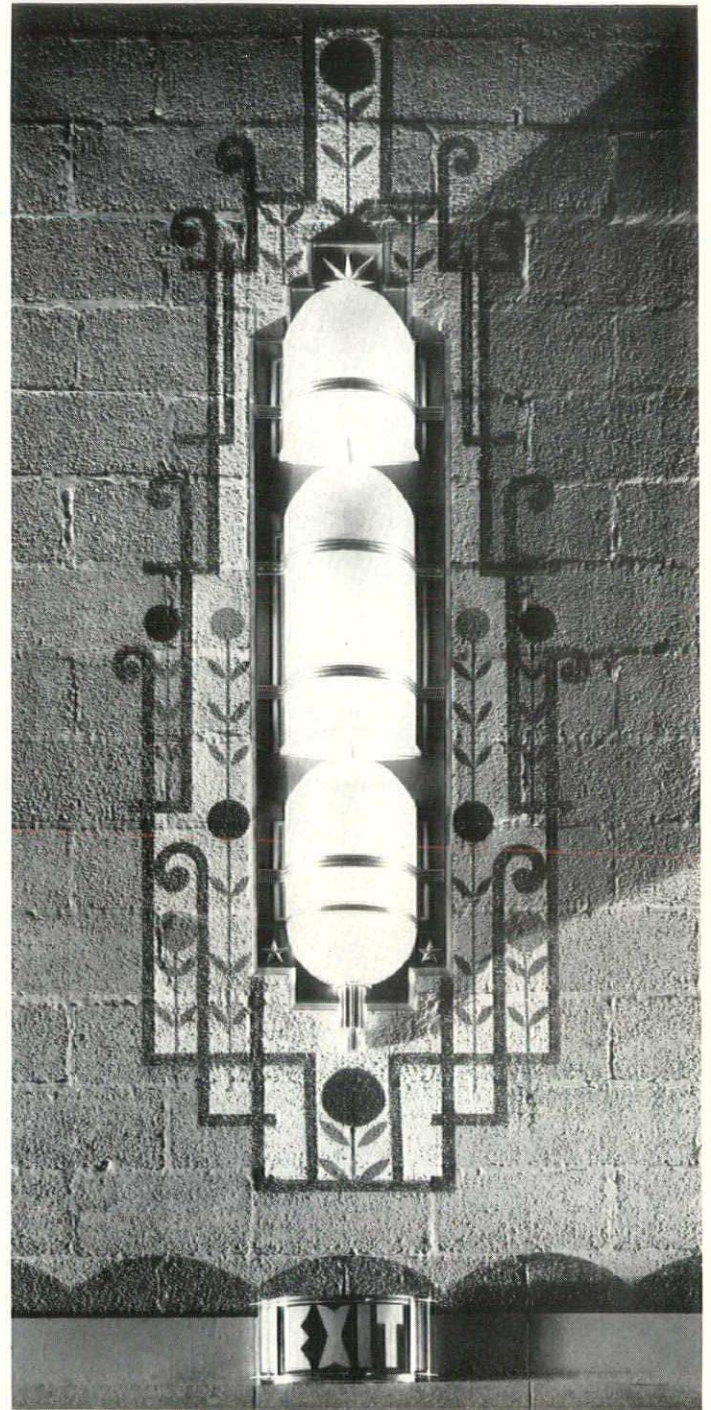
One of these modern materials is architectural concrete, a new use for old, dependable structural concrete. And it has found a definite place in economical theatrical construction. Under construction in the summer of 1937 are almost a score of reinforced concrete theaters, all modern cinema plants.

An example of what can be done with concrete for small theaters is the recently completed Will Rogers Theatre in Chicago, a member of the great Balaban & Katz chain. Its designers were C. W. & George L. Rapp, Inc., a well known firm of theater architects. It is a small house seating 1,600, and it is modern in both exterior and interior appointment. Exterior walls are reinforced concrete cast against plywood panels which give smooth, even surfaces. Rustications and fluting were formed by inserting milled wood strips in the faces of the forms, and the decorative plaques were precast in concrete and set into the wall.

To give the exterior surfaces an even, colorful finish two coats of buff portland cement paint were used. This color broken up by the deep shadow lines of the formed detail, produces an attractive modern exterior.

For both durability and beauty on the interior, another modern form of concrete was employed — light weight concrete masonry units which lend themselves readily to staining, painting and decoration. This interior facing, which is a furred-out 4-in. veneer, provides insulation and a high degree of acoustic control due to the porosity of the light weight masonry. Accompanying illustrations reveal the charm and interest of both the exterior and interior of this theater, and none can say that it lacks in requisite showmanship.

At a surprisingly low cost, the Will Rogers Theater provides comfortable, firesafe accommodation for 1,600 patrons who can enjoy cinema programs in quiet, dignified, pleasant surroundings.



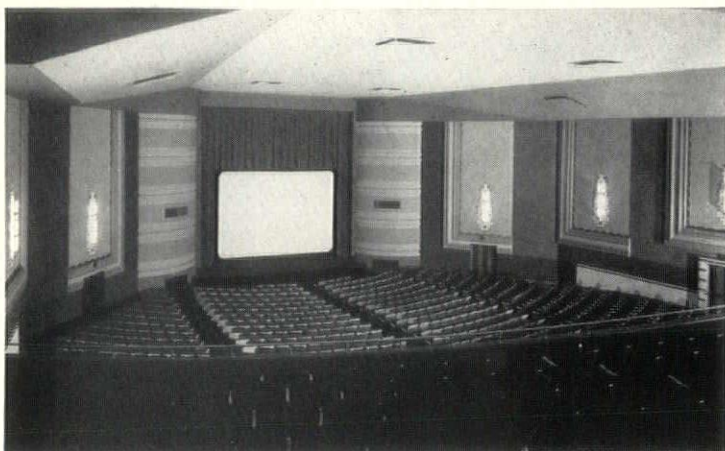
Specially designed modern light fixtures are surrounded by conventionalized designs painted on the masonry. The open texture of the walls produces charming shadow effects.

WILL ROGERS THEATER—Chicago, Ill.

C. W. & Geo. L. Rapp, Inc., Architects

Lieberman & Hein, Engineers

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of the screen.*



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at the corner, two massive pylons
buttress an illuminated sign which
simulates falling water.*

THE WISCONSIN ARCHITECT

Official Publication

The State Association of Wisconsin
Architects

The Building Congress of Wisconsin

Wisconsin Chapter, The American
Institute of Architects

LEIGH HUNT, Editor
152 W. Wisconsin Avenue, Milwaukee

JOHN S. HOLBROOK, Publisher
724 E. Mason Street, Milwaukee

Published Monthly Subscription, \$1.00 per year

Address all communications for publication to
Editor at 152 W. Wisconsin Ave., Milwaukee.

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Minutes of the March Meeting

The regular monthly meeting of the Executive Board of the State Association of Wisconsin Architects was held at the Hotel Plankinton on Friday, March 25, 1938.

The meeting was called to order at 1:15 P. M., President Leigh Hunt presiding. Present were Messrs. Oppenhamer, Carl Eschweiler, Drolshagen, Hunt, Mickelsen, Lefebvre, DeGelleke, Klingler, Peacock, Safford, Memmler, and Seidenschwartz. Mr. Feldhausen, Chairman of the Practice Committee of the Third District was also present.

Represented by proxy were Messrs. C. Madsen, Frank Hoffman, and Ellis Potter. Absent were Messrs. Tullgren and Stepnoski.

The reading of the minutes of the February 16, 1938 meeting was dispensed with, the minutes being approved as printed, upon motion made by Mr. DeGelleke and seconded by Mr. Lefebvre. Carried.

COMMITTEE REPORTS

Educational Committee:

Mr. Carl Eschweiler, Chairman, reported that his committee was making arrangements to give complete information as to what should be taught apprentices in the architectural field so that when they make application for positions with Architects they will have received the proper preliminary training and background so that they will be of help to the Architect and also prepare them for further study in Architecture if they desired to continue.

Practice Committee:

Mr. Mickelsen, Chairman of the Practice Committee, reported that his committee has had several meetings and that they have come to the conclusion that some method of policing the State to uncover violations of the Architects' and Engineers' Act should be adopted. However, they feel that considerable finances for this kind of work would be required. Suggestions had been made that the dues be increased, that an assessment be made, or that the registration fee to the Board be raised and have the Board handle the entire matter. Considerable discussion was held on this matter, and Mr. Seidenschwartz brought the Committee's attention to several violations that had taken place in the past year where his clients were concerned. He felt that in every case the client was innocent in the matter, but the contractor, not knowing the requirements of the Architects' and Engineers' Registration Act, proceeded to make structural changes and to add to buildings which came under the control of the Registration Act. It was his suggestion that the Committee draft a letter which would be sent to all the contractors in the State of Wisconsin, properly informing them of the requirements of this Registration law with the penalties connected with same for violations and also calling the contractors' attention to the fact that prosecutions would take place should the contractors be guilty of violations after having received this information. After considerable discussion it was suggested that Mr. Seidenschwartz prepare an outline of what he has in mind and send it to the Practice Committee so that they could work on same.

Mr. Leigh Hunt reported on a letter written to the Wisconsin University Building Corporation, Mr. J. D. Phillip, president, copies of which were sent to Gover-

nor Philip LaFollette and to the Board of Regents of the University of Wisconsin. The letter called the attention of the Building Corporation to the fact that the architectural work for the proposed addition to the Memorial Union building at the University of Wisconsin had been awarded to an outside firm of Architects. It is felt that due to the lack of activity in the construction industry in the State of Wisconsin and that having qualified registered architects in the State, this work should have been awarded to a Wisconsin architect.

Housing Committee:

Mr. DeGelleke, Chairman of the Housing Committee, stated that his Committee had met with the Committee of Buildings and Grounds on the question of housing in the City of Milwaukee. The Committee offered its services to the Building and Grounds Committee in an advisory capacity to assist them in this work. A report of the meeting was sent to the Housing Committee, and it was moved by Mr. Mickelsen and seconded by Mr. Eschweiler that the report be accepted.

Mr. Walter Memler reported as observer of meetings held jointly with the general contractors, mason and carpenter contractors and several members of the Milwaukee Trades Council relative to the licensing of general, mason, and carpenter contractors. Mr. Memler stated that the committees had decided that they would frame the licensing bill and submit it to the State of Wisconsin. The bill would be so written that it would affect counties having a population of 500,000 or more. Under this set-up, it would affect only Milwaukee County.

The question of unemployed draftsmen was brought up by Mr. Memler. Mr. Eschweiler and Mr. Hunt reported that they had prepared a list of draftsmen, stating their qualifications, and that in the past months, several men have been placed.

The question of a contribution to be made to the Air Conditioning Code Committee, which was referred to Mr. A. C. Eschweiler, Jr., was brought up. Mr. Seidenschwartz stated that he had received a letter from Mr. Eschweiler on this matter, and that he suggested that the State Association of Wisconsin Architects con-

tribute the sum of \$25 to this Committee to help defray the expenses for typing, postage, and other miscellaneous items that were had by the Committee. Upon motion made by Mr. Drolshagen and seconded by Mr. Memler, it was moved that the Association pay \$25 to the Committee. Motion was adopted.

A letter was received from the Industrial Commission during the interim between the February and March meetings notifying the State Association of Wisconsin Architects that due to the resignation of Mr. Henry Foeller, as a member of the Examining Board of Architects and Engineers, it would be necessary for the State Association to appoint two members as their choice for the filling of this office until September, 1939. The time being very short, Mr. Hunt, after taking the matter up with several architects, appointed Mr. Peter Brust and Mr. Edgar H. Berners as the choice of the Association. It was moved by Mr. DeGelleke and seconded by Mr. Eschweiler that the Executive Board ratify the appointments. Motion was carried.

Notice was received by the secretary from the A. I. A. that it would be necessary to appoint a delegate to represent the State Association at the next A. I. A. convention to be held in New Orleans April 19 - 22, 1938. As the delegate to represent the State Association would also have to be a member of the

(Continued on page 7)

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(Continued from page 5)

Institute, the names of the Wisconsin chapter delegates were given, their delegates being Messrs. Richard Philip, Leigh Hunt, Peter Brust, Alex Bauer, and De Gelleke. It was moved by Mr. DeGelleke and seconded by Mr. Mickelsen that Mr. Hunt be appointed as the delegate for our Association. Motion was adopted. It was further moved by Mr. DeGelleke and seconded by Mr. Memler that the State Association pay one-half the expenses of their delegate. Motion was adopted.

Mr. Seidenschwartz, Chairman of a special committee appointed at the last monthly meeting to contact Mr. McQuillan of the H. O. L. C. in regard to placing all acquired property inspection work in the hands of brokers wishes to report as follows:

Messrs. Mickelsen, Lefebvre, and Seidenschwartz called on Mr. McQuillan immediately after our Board meeting in regard to this matter. Mr. McQuillan listened to our story and told the Committee that it was the orders from Washington that this work be placed in the hands of the brokers and felt that there was nothing further that he could do about it. However, he invited me to attend a meeting to be held at the Federal Building in Milwaukee on the following Friday, at which time Mr. Sayle, chief appraiser in the Chicago office would be present. I attended a meeting with Mr. Sayle and was informed that the procedure would have to follow as ordered by the main office at Washington.

A letter received from the General Contractors' Association on March 10, 1938, calling our attention to the appointing of a director for the newly created Social

Welfare Department was read. The General Contractors' Association asked the support of our Association in proposing the name of Mr. Wm. F. Kachel as one of the directors. As it was necessary that our endorsement reach the Governor on or before March 15, 1938, this communication was turned over to Mr. Hunt, who endorsed Mr. Kachel as a director for the new Social Welfare Department. It was moved by Mr. DeGelleke and seconded by Mr. Eschweiler that the Executive Board ratify the endorsement of Mr. Kachel by Mr. Hunt. Motion was adopted.

As the time is growing near to our next annual convention and as several members feel that certain changes should be made to our by-laws, it was moved by Mr. Mickelsen and seconded by Mr. Eschweiler that the President appoint a special By-law Committee. Motion was adopted.

The Secretary reported that he had received an annual report to be made to the A. I. A. on the Association's membership, activities, etc. for the past year. The Secretary stated that he would take care of this report. The Secretary also stated that he had received from the A. I. A. a set of pamphlets entitled, "Eight Reasons Why You Should Employ An Architect," these pamphlets to cost the Architects 2½c apiece, or 2c each if purchased in large lots. The Secretary stated that he would write to the A. I. A. and ask for permission to re-publish this pamphlet so as to acquaint the Architects of our Association of its existence and as to how it may be obtained.

Meeting adjourned at 4:00 P. M.

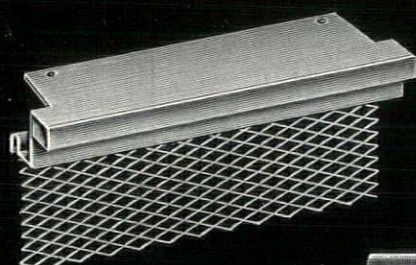
ARTHUR L. SEIDENSCHWARTZ, *Executive Secretary*



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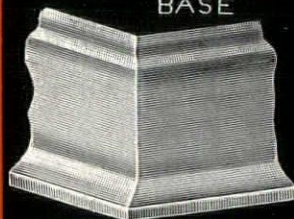
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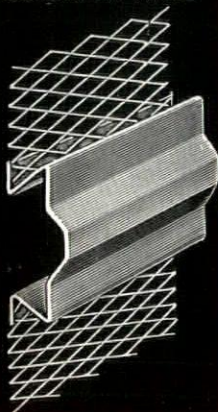
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